

## Introduction

The Utah Department of Public Safety's Highway Safety Office was created as a result of the U.S. Highway Safety Act of 1966. Each year, Congress allocates funds for reducing deaths and injuries on the highways, with distribution through the U.S. Department of Transportation to each state. In Utah, the Highway Safety Office is required by legislation to secure the maximum amount of federal highway safety funds available.

Since 1969, the injury and fatal crash rates have steadily declined in Utah. This success can be attributed to using federal funds for local and statewide traffic safety programs, increased enforcement activities, and improved awareness of traffic safety issues in communities.

The Utah Highway Safety Office (HSO) continues its tradition of large achievements on a relatively small budget by nurturing close partnerships with other DPS agencies, state and local government and law enforcement agencies, the National Highway Traffic Safety Administration's (NHTSA) Rocky Mountain Region Office, and a diverse group of traffic safety coalitions and non-profit organizations.

# Moving Toward Zero Fatalities

## FY2007 STRATEGIC PLAN FOR REDUCING TRAFFIC-RELATED DEATH AND INJURY

### Utah Department of Public Safety HIGHWAY SAFETY OFFICE

*Our mission is to develop, promote and coordinate traffic safety initiatives designed to reduce traffic crashes, injuries and fatalities on Utah's roadways.*

#### THE HIGHWAY SAFETY PLAN

This Strategic Plan outlines the performance goals and related performance measures that serve as the cornerstone of the annual Highway Safety Plan and are the basis for measuring our success in the Annual Report. These performance goals and measures drive most of the actions of the Highway Safety Office staff including: countermeasures and program selection, allocation of resources, identification of critical partnerships and the design of specific information campaigns.

#### DATA-DRIVEN PLANNING

Motor vehicle crashes continue to be the leading cause of death and disability for persons in Utah. The Highway Safety Office has strengthened its crash analysis abilities to identify crash trends and establish realistic perform-

ance goals and measures. Data-driven planning also involves the implementation of an action plan, which specifically addresses the methods and programs used to help achieve the performance goals. By implementing the action plan, the state will ultimately work to decrease motor vehicle related fatalities and injuries.

#### PARTNERING AGENCIES

While developing this Plan, we asked for participation from the Utah Department of Transportation, the Utah Highway Patrol, and the Utah Department of Health. This has facilitated the formation of common and related performance goals and measures between the agencies. We believe continuation and expansion of local, state and federal partnerships is essential to a successful statewide strategic plan.

### **ZERO FATALITIES—A Goal We Can All Live With**

Since 2000, there has been a steady decline of fatalities in Utah, with 282 fatalities in 2005 (down from 296 in 2004). Even with a fast growing population and more people driving on the roadways each year, fewer people are losing their lives on Utah's roads. However, we believe that the loss of just one life is too many and this is reflected in the philosophy of the campaign, "Zero Fatalities. A Goal We Can All Live With."

In January 2006, the Utah Department of Transportation and its partners including the Utah Department of Public Safety, the Federal Highways Administration, and the American Automobile Association announced the Zero Fatalities Campaign and its goal of reducing the number of deaths on Utah roadways. While each of these agencies and organizations have long strived to reduce fatalities and injuries on Utah's highways, only recently have these agencies formally joined forces to create a comprehensive, coordinated approach to improving safety.

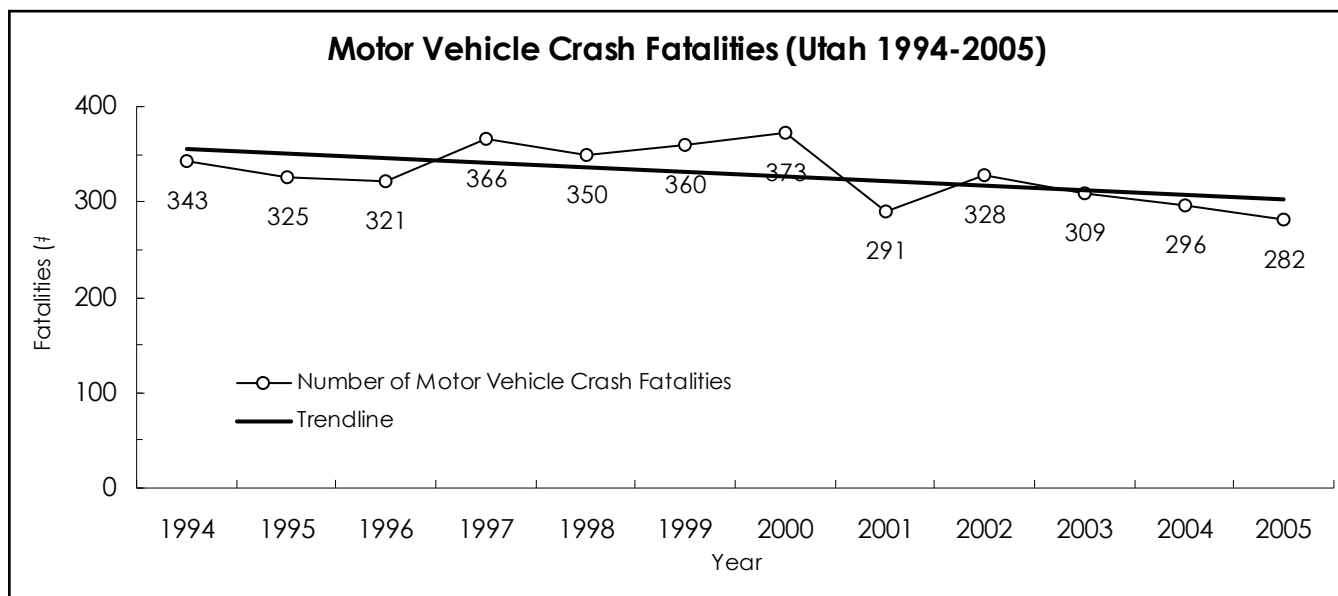
This partnership has resulted in the Utah Safety Leadership Team which is composed of representatives from the agencies mentioned above, and also includes among others, the Federal Motor Carrier Safety Administration, the Utah Local Technical Assistance Program Center, and Utah Operation Lifesavers.

As a result of their efforts, the Utah Comprehensive Safety Plan was created and is the culmination of the joint efforts of these agencies and sets direction for the collective safety efforts in the future.

The Utah Comprehensive Safety Plan identifies high-payoff strategies using a partnership approach to reduce the number of fatalities and injuries. While the plan does not address every safety strategy currently being implemented in the state, it primarily focuses on common strategies with the greatest potential to reduce crashes and injuries. The Plan also acts as the guidance document that directs the development of specific goals, strategies, and performance measures for the individual agencies.

The "Zero Fatalities" campaign serves as the Team's call to action to implement all aspects of the Plan. The campaign's public education effort aims to reduce some of the most prevalent contributing factors to traffic fatalities in Utah, such as improper restraints, impaired driving, and to educate motorists on the dangers of driving while drowsy.

In addition, the HSO works directly with many other state, local and private organizations to develop and implement aspects of this Strategic Plan.



## FOCUS AREAS

The Utah Highway Safety Office has identified focus areas based on federal and state requirements, as well as those identified in the Utah Comprehensive Strategic Plan.

While occupant protection and impaired driving continue as the most visible focus areas for highway safety programs, traffic records has also been identified as a key component in this equation as a result of the recent federal reauthorization. Other focus areas important to the Highway Safety Office

include fatigued driving, police traffic services, community programs, emergency medical services, pedestrian and bicycle safety, motorcycles and roadway safety. Performance goals and measures are established for each of these focus areas.

The next section describes the areas of focus addressed by the Utah Highway Safety Office along with the performance goals, measures of success and action plans for each.

## 1. POLICE TRAFFIC SERVICES

### Performance Goal:

Provide police traffic services support to reduce the traffic fatality and serious injury rate in Utah.

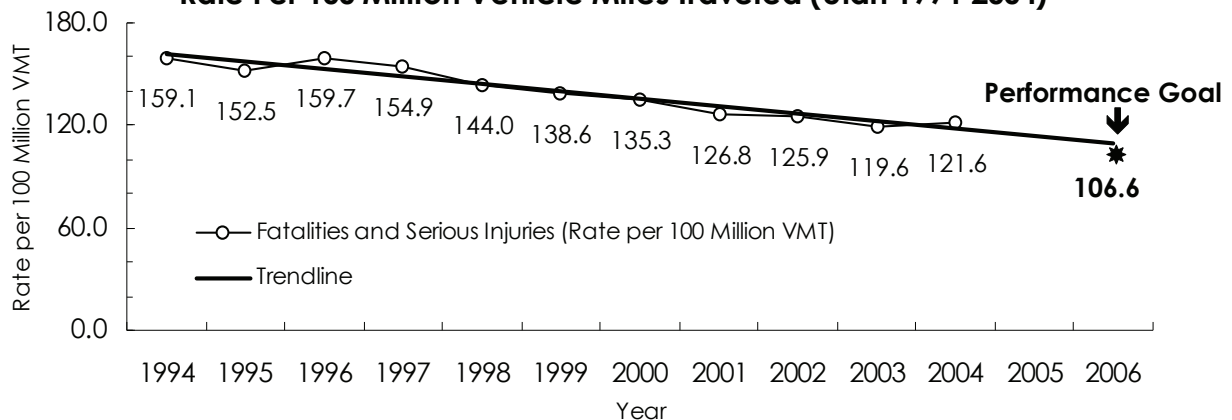
### Measure of Success:

Continue the favorable trend by demonstrating a reduction in the motor vehicle crash fatalities and serious injuries rate per 100 million vehicle miles traveled to 106.6 in CY 2006.

### Action Plan:

- Continue support of local law enforcement agencies by funding at least five speed monitor trailers, six mobile vision cameras, and 15 radar/lidar units, as funding permits.
- Provide specialized training to motorcycle officers and instructors as needed.
- Supply 14 LED Pursuit Emergency Systems for UHP motors.

**Motor Vehicle Crash Fatalities and Serious Injuries,  
Rate Per 100 Million Vehicle Miles Traveled (Utah 1994-2004)**



## 2. COMMUNITY TRAFFIC SAFETY PROGRAMS

### Performance Goal:

Work with community traffic safety programs in participating counties to continue the downward trend of Utah's traffic-related fatality and serious injury rate.

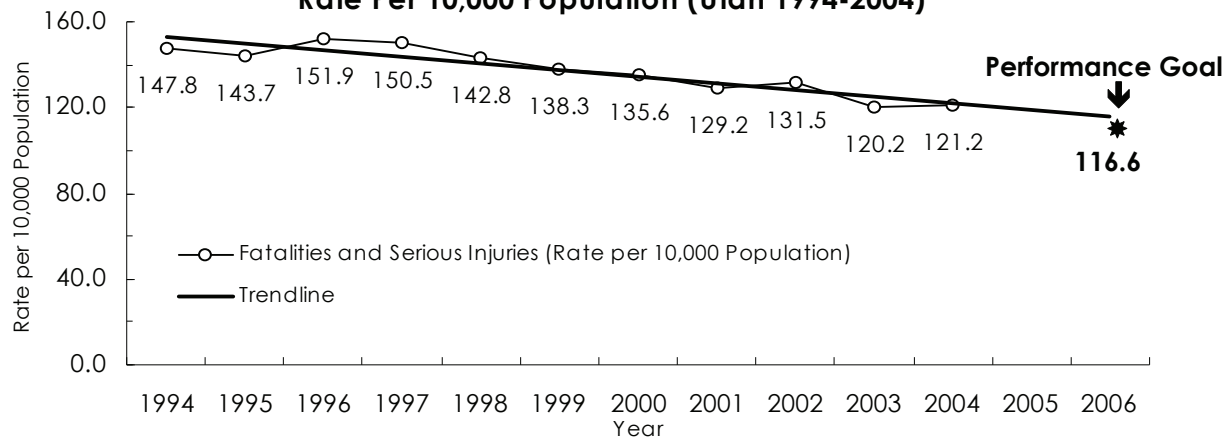
### Measure of Success:

Continue the favorable trend by demonstrating a reduction in the motor vehicle crash fatalities and serious injuries rate per 10,000 population to 116.6 in CY 2006.

### Action Plan:

- Fund 12 Safe Community Projects, including one new project in an area with high crash fatality or injury rates.
- Fund 1 Community Traffic Safety Program.
- Provide specialized training and networking opportunities to project coordinators and UHSO staff.
- Outreach Utah's largest minority population with highway safety information by supporting an Hispanic Traffic Safety Program.

**Motor Vehicle Crash Fatalities and Serious Injuries,  
Rate Per 10,000 Population (Utah 1994-2004)**



## 3. ALCOHOL

### Performance Goal:

Through continued support of prevention, educational and enforcement programs, sustain the reduction trend in the alcohol-related fatality and serious injury rate.

### Measure of Success:

Continue the favorable trend by demonstrating a reduction in the alcohol and other drug-related traffic fatalities rate per 100 million vehicle miles traveled to 0.13 in CY 2006.

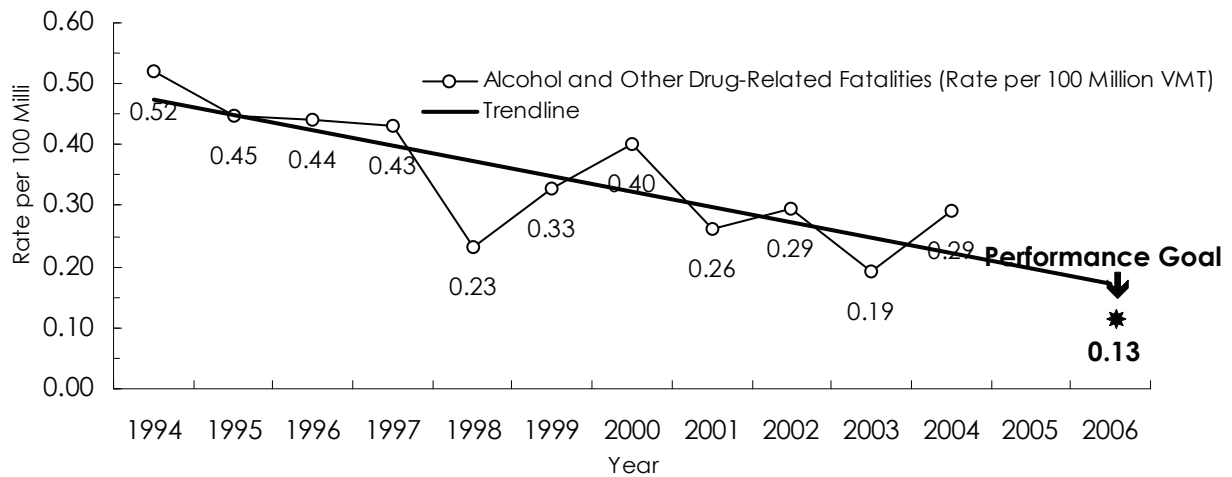
Reduce the upward trend of alcohol and other drug-related crashes involving drivers aged 15-19 years to 8.5% in CY 2006.

Continue the favorable trend with a reduction of the percent of drivers in fatal alcohol/drug crashes to 79.6%.

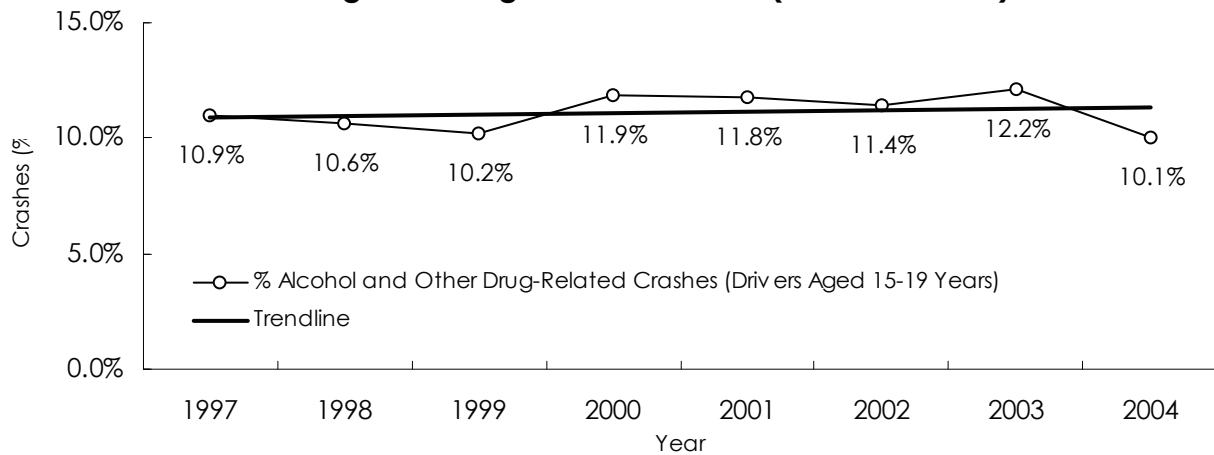
### Action Plan:

- Provide specialized and update training for law enforcement officers regarding new laws.
- Conduct DUI enforcement mobilizations and provide overtime shift funding in conjunction with national campaigns.
- Fund high school and college campus programs for alcohol/drug prevention.
- Continue collaborative efforts with safety and prevention partners to educate children and adults regarding the dangers of impaired driving and underage drinking.
- Adopt the new NHTSA branding slogan for alcohol enforcement campaigns.
- Support the Traffic Safety Resource Prosecutor position and related training.

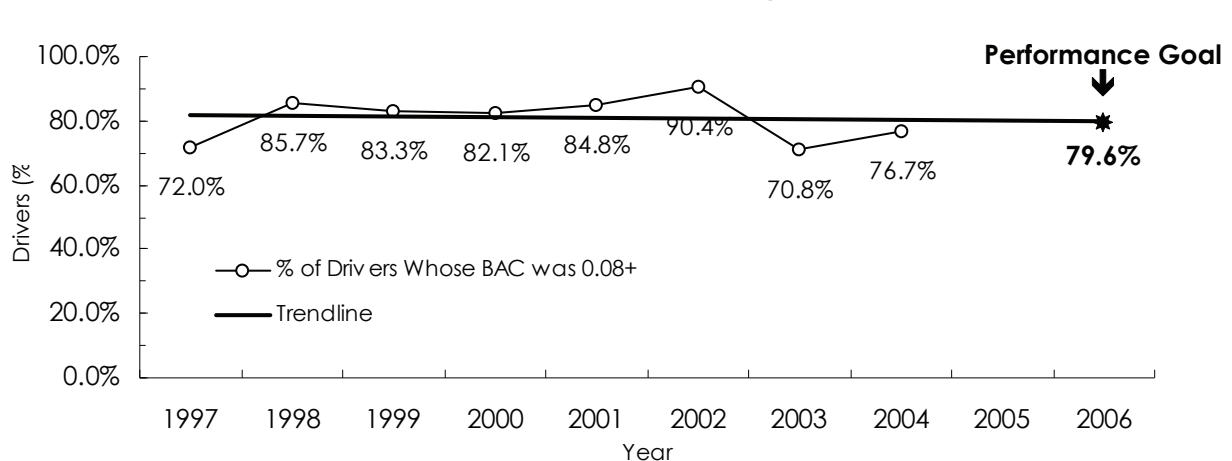
### Alcohol and Other Drug-Related Fatalities (Utah 1994-2004)



### Percentage of Alcohol and Other Drug-Related Crashes Involving Drivers Aged 15 to 19 Years (Utah 1997-2004)

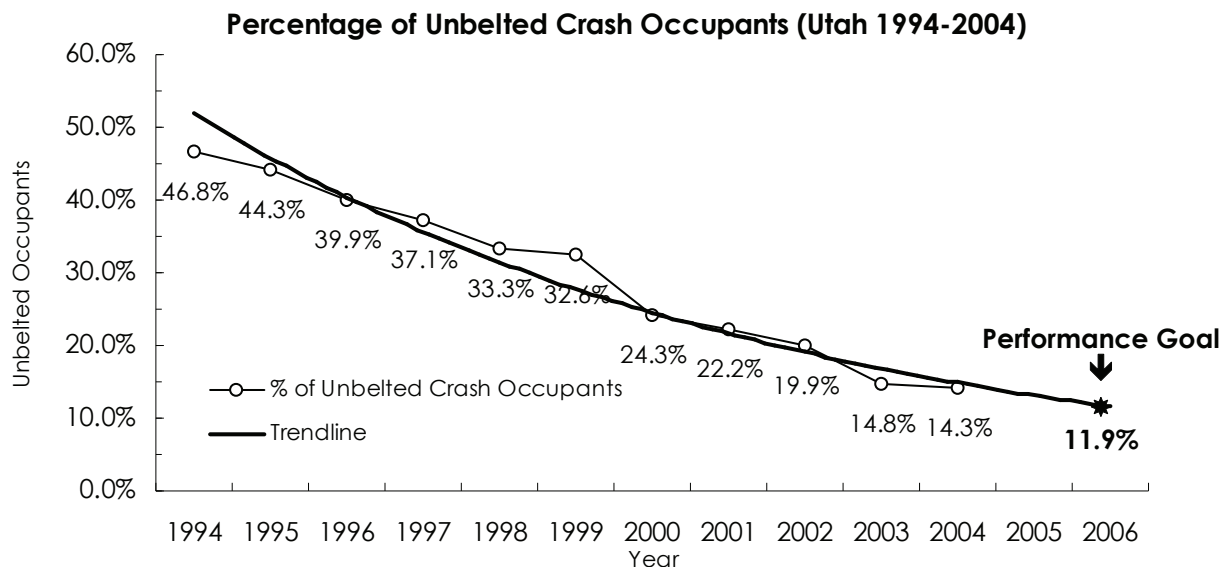


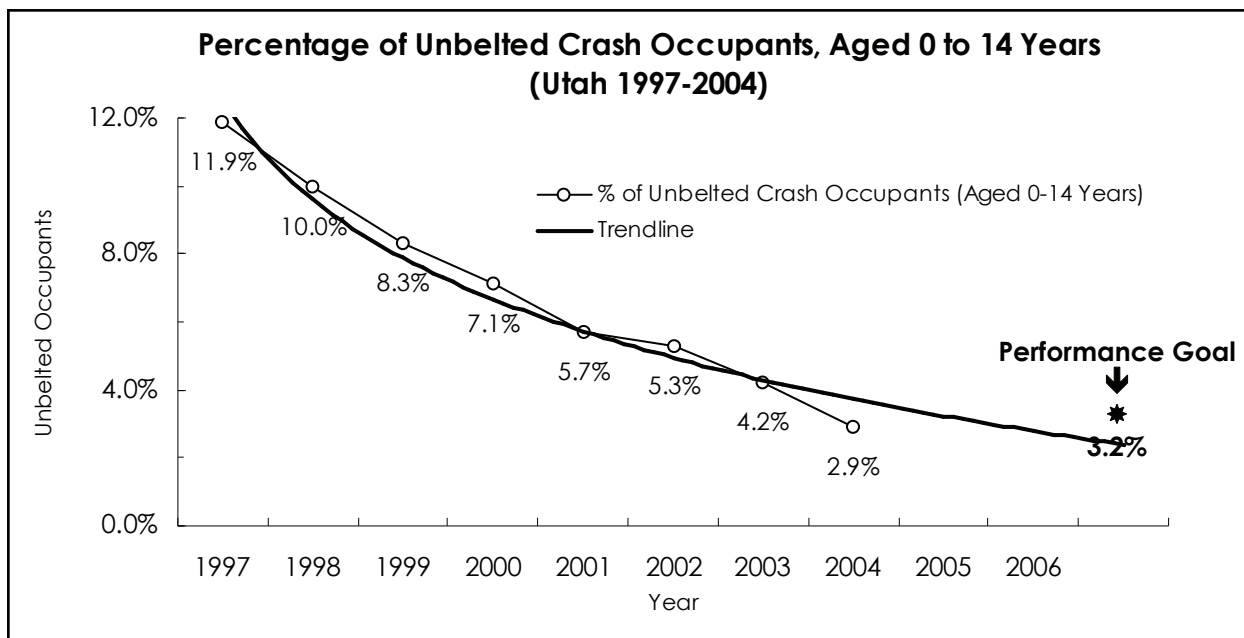
### Percentage of Drivers Involved in Fatal Alcohol and Other Drug-Related Crashes Whose BAC was 0.08 or Higher (Utah 1997-2004)



## 4. OCCUPANT PROTECTION

Performance Goal:	Measure of Success:	Action Plan:
Sustain the favorable conversion trend of unbelted drivers and unrestrained children, through continued support of prevention, educational and enforcement programs.	<p>Continue the favorable trend by demonstrating a reduction in the percentage of unbelted crash occupants to 11.9% in CY 2006.</p> <p>Continue the favorable trend by demonstrating a reduction in the percentage of unbelted crash occupants aged 0-14 years to 3.2% in CY 2006.</p>	<ul style="list-style-type: none"> <li>• Conduct a "Click It Or Ticket" enforcement effort and provide overtime shift funding to law enforcement statewide.</li> <li>• Continue collaborative efforts with Safe Community Partners to educate children and adults regarding child safety seats, safety belts and air bags.</li> <li>• Conduct and support car seat checkpoint clinics across the state.</li> <li>• Conduct three NHTSA Standardized CPS Technician Courses in CY 2007.</li> <li>• Conduct one Child Passenger Safety Technician Renewal Course in CY 2007.</li> <li>• Conduct a statewide Safety Belt Observational Survey in June 2006, including a rural seat belt usage study.</li> </ul>





## 5. TRAFFIC RECORDS

Performance Goal:	Measure of Success:	Action Plan:
Improve the collection, analysis and dissemination process to reduce the Annual Crash Summary published date from twelve months to eight months after the end of the calendar year.	Distribute the 2006 Crash Summary within eight months of the end of the calendar year.	<ul style="list-style-type: none"> <li>Continue activities related to implementation of the new Police Accident Report including training and a relevant instruction manual.</li> <li>Support the Traffic Records Coordinating Committee in completing and implementing a new Strategic Plan for traffic records systems.</li> </ul>

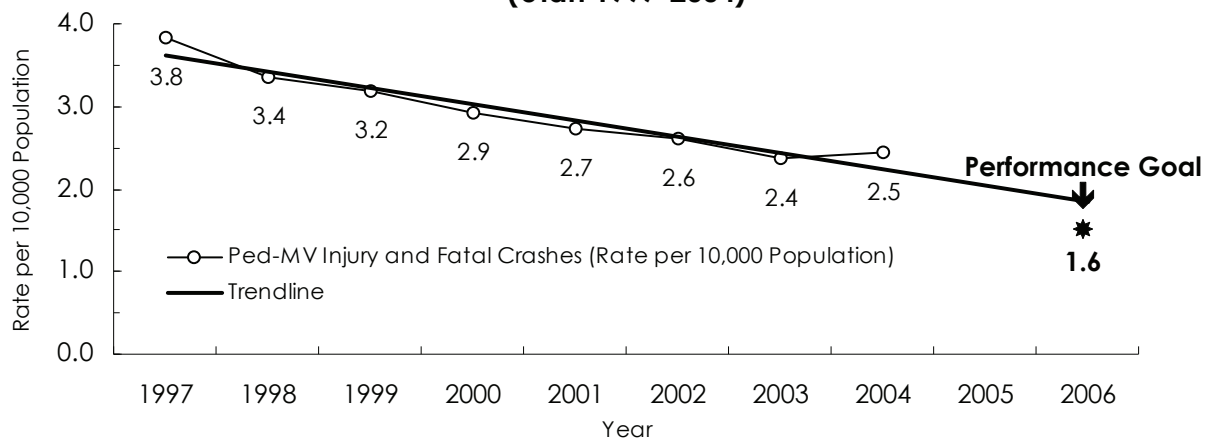
## 6. EMERGENCY MEDICAL SERVICES

Performance Goal:	Measure of Success:	Action Plan:
Reduce the EMS response delay and related treatment time for rural Utah crashes.	Provide pre-hospital EMS trauma skill training to at least 50 rural EMS responders in FFY2007.	<ul style="list-style-type: none"> <li>Provide training to improve the pre-hospital trauma skills of EMS providers.</li> <li>Support the statewide educational campaign "Emergency Room Nurses Care" (ENCARE)</li> </ul>

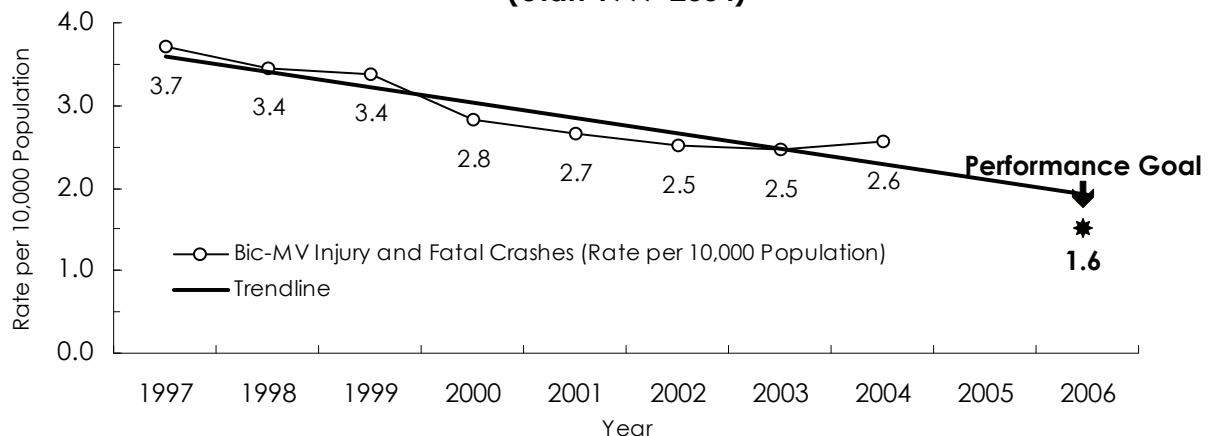
## 7. PEDESTRIAN AND BICYCLE SAFETY

Performance Goal:	Measure of Success:	Action Plan:
With continued support of prevention, educational and enforcement programs, continue the downward trend in the reduction in the pedestrian and bicyclist traffic fatality and serious injury rates.	<p>Continue the favorable trend by demonstrating a reduction in the serious injury and fatal pedestrian-motor vehicle crash rate per 10,000 population to 1.6 in CY 2006.</p> <p>Continue the favorable trend by demonstrating a reduction in the serious injury and fatal bicycle-motor vehicle crash rate per 10,000 population to 1.6 in CY 2006.</p>	<ul style="list-style-type: none"> <li>Continue fostering the partnership on pedestrian and bicycle projects and campaigns with the Utah Department of Health and the Utah Department of Transportation.</li> <li>Continue to establish branding for the "Share The Road" identifier with bicycle programs, and increase the public awareness of bicycle laws and bicyclist concerns.</li> <li>Implement the three year Pedestrian Safety, Media and Enforcement Campaign if grant proposal is successful.</li> </ul>

**Serious Injury and Fatal Pedestrian-Motor Vehicle Crashes  
(Utah 1997-2004)**



**Serious Injury and Fatal Bicycle-Motor Vehicle Crashes  
(Utah 1997-2004)**

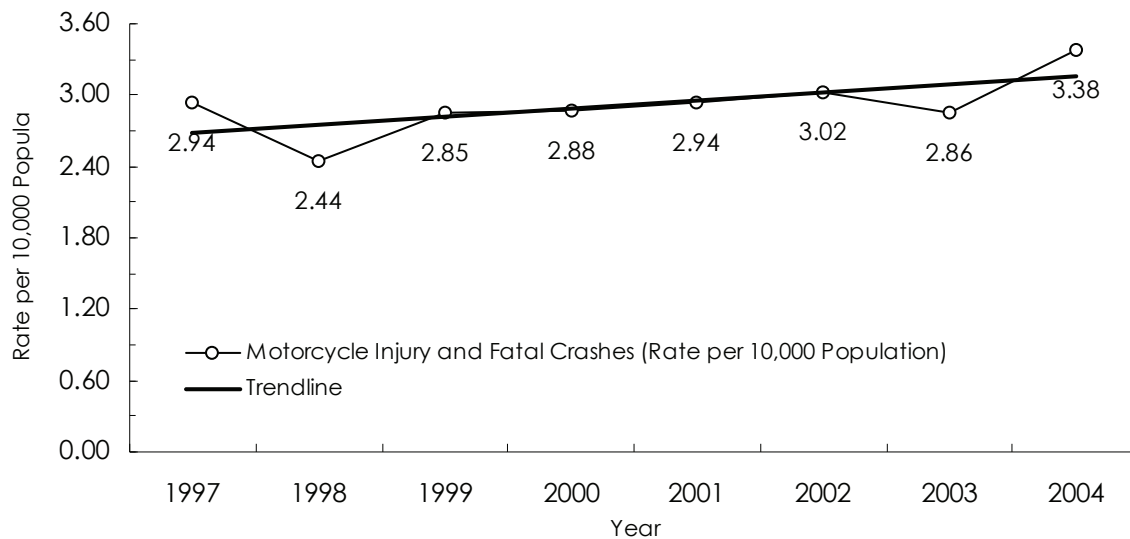




## 8. MOTORCYCLE

Performance Goal:	Measure of Success:	Action Plan:
Support training and educational programs to reduce the upward trend in the motorcyclist traffic fatality and serious injury rate.	Reduce the upward trend in the serious injury and fatal motorcycle crash rate per 10,000 population to 2.85 in CY 2006.	<ul style="list-style-type: none"> <li>Establish branding for the "Share The Road" identifier with motorcycle programs, and increase the public awareness of motorcyclist concerns.</li> <li>Continue partnership with the Driver License Division and the Utah Chapter of ABATE to distribute educational materials, and expand partnerships to other motorcycle and highway safety organizations.</li> <li>Participate on Governor's Motorcycle Safety Advisory Committee as requested.</li> <li>Conduct a motorcycle safety awareness campaign in conjunction with a vintage motorcycle event.</li> <li>Establish a motorcycle safety page for the UHSO web page.</li> </ul>

**Serious Injury and Fatal Motorcycle Crashes (Utah 1997-2004)**



## 9. PLANNING AND ADMINISTRATION

### Performance Goal:

Continue the effective highway safety program in Utah through partnerships and participation with groups and coalitions focusing on highway safety issues, and by encouraging professional development of UHSO staff members.

### Measure of Success:

Afford each staff member the opportunity to attend a professional development function.

Provide justification to increase the state match portion (10% of Section 402 monies, about \$130,000) to take full advantage of the matching federal P&A funds.

Successful alignment of goals and measures of success of the UHSO Strategic Plan and the annual Highway Safety Plan (HSP).

### Action Plan:

- Encourage professional development of staff members by assuring each staff member is afforded at least one opportunity to attend training or other function with enhancing professional development as a goal.
- Continue to champion reasons to increase the state match portion to maximize the utilization of federal planning and administration monies.
- Continue to foster program manager, UHP, UDOT and UDOH participation to meld the goals and measures of success in the UHSO Strategic Plan so they also meet the NHTSA requirements for the annual Utah HSP.
- Participate as part of the Utah Safety Leadership Team and the updating of the "Utah Comprehensive Safety Plan."

## 10. ROADWAY SAFETY

### Performance Goal:

Support prevention, educational and enforcement programs to reduce the single-vehicle rollover fatality and serious injury rate.

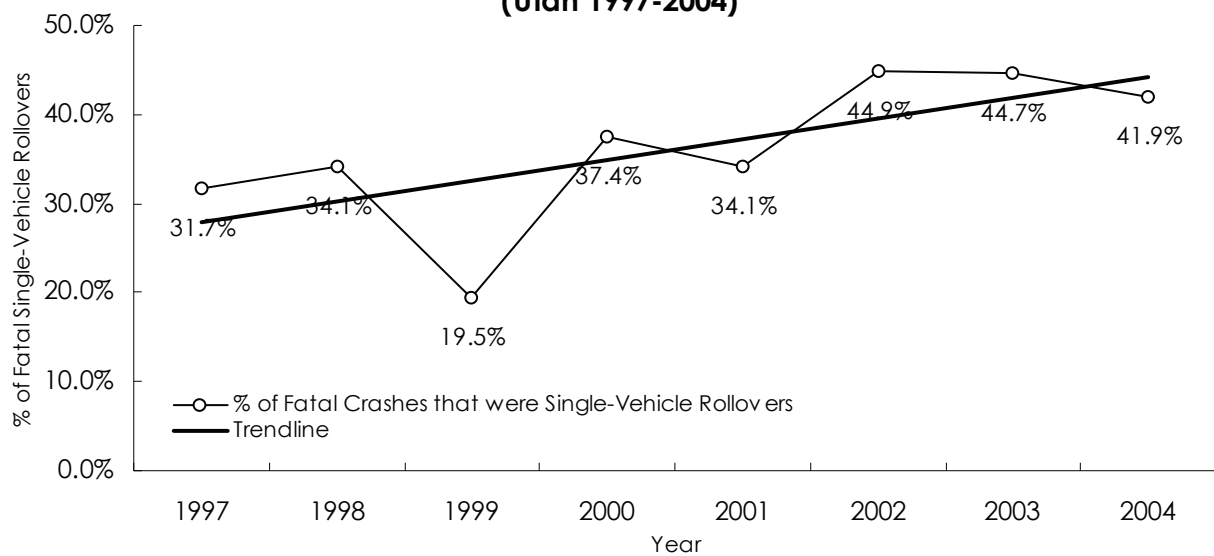
### Measure of Success:

Reduce the upward trend in the percentage of fatal crashes that were single vehicle rollovers to 40% in CY 2006.

### Action Plan:

- Continue support of fatigued driving education programs with special focus on young drivers.

**Percentage of Fatal Crashes that were Single-Vehicle Rollovers  
(Utah 1997-2004)**



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